

"Don't let the Thundering
Thousands be known as the
Feeble Fifty."
—Bobby Bell at Union Smoker.

Colonel Bovey Chief Speaker At Union Smoker

**McGill Aims to Develop
Courage And
Thoroughness**

"IZ" SCORES AGAIN

**Astwood, Bell, Forbes, Van-
Wagner And Collard
Also Speak**

"An altruistic principle is a fine thing, but altruism like charity starts at home," said Millard E. Astwood, President of the Student's Council, at the Union Smoker last night. Continuing, he lamented the fact that hazing was abolished, since it destroyed a bond of unity between freshmen. As chief representative of the Student's Council Astwood informed the new men that that body was at their command.

The Smoker was opened with the singing of the "Alma Mater" song, to which all present lent their voices. George McTeer, President of the McGill Union, and acting Chairman for the evening, welcomed all present, and in a short address encouraged all the freshmen to make use of the Union at every available opportunity. He announced that as in former years, there would be two informal dances, the first of which will be held in several weeks.

"Izzy Again"

The next and one of the most enjoyable parts of the well-arranged programme was the rendering of several "catching" tunes by Izzy Aspler's Four Diplomats. The first popular song entitled "How Am I to Know?" was well received by the students; this was followed by another song and then "I'd like to find the Guy that Wrote the Stein Song". The final song "The Farmer in the Dell" struck the audiences fancy by its peculiar tune and humorous words. The pride of the "Beaux Arts" Cabaret then left the platform amid the cheering and hand-claps of over 500 enthusiastic listeners.

Millard Astwood now came to the fore, and spoke heartily to the new men, and made them realise that a student's duty should be chiefly to acquire an education, although one should not only confine himself to studies alone.

R. Sanction, the University Bandmaster, obligingly played, "Put on Your Red and White Sweater," and "James McGill" on the piano accompanied by the whole student body.

Colonel Bovey

"McGill is one of the most international universities in the world," said Colonel Bovey, as the next speaker. "No university in the world has as many of different races as McGill," he further stated. As an instance he explained that there were more American students here than Canadian students in American Institutes of Learning. Continuing, he said, "We are coming into a period of international ill-feeling, and to counteract it is the relationship between students of the whole world."

In connection with McGill as the students ought to know it. Col. Bovey said that he knew of very few universities outside of McGill which had as few restrictions. He stressed the importance of developing individuality, a quite uncommon and yet good trait to possess. The speaker emphatically declared that freshmen would never go through a more important time in their lives than this. Further, Col. Bovey said that McGill treats its students as men. As a good example of this he pointed out the Student's Council, which forms an integral part

McGill Students Obtain Positions During Summer Through Bureau

Another busy year was reported from the Students' Summer Employment Bureau. Since its inception some years ago, the Bureau has been finding and supplying jobs during the summer vacation to McGill men. This year, more than usual, has the Agency been busy. With Miss M. Heasley as Secretary, the Bureau found work as varied as street sweeping and confidential secretary. As far as possible, work suitable to the student's talents was procured. Mr. Grimdale found work for some 50 students in Engineering during the last summer. These were employed in the Bell Telephone, Dominion Bridge and some others. Mr. Grimdale has several vacancies for graduate engineers.

If one were especially interested in probing what work the men did, it would be an arduous task. Some were tending amiable bovines on boats; others did it on ranches. The virile took to the wide open spaces

McGill Band Is To Perform At Rugby Tussles

A LARGE number of musicians appeared at the band-practice last night on their last practice before the game between R.M.C. and McGill, scheduled for tomorrow, says Bandmaster Dick Sanction, although trumpet and clarinet players are needed to fill a few vacant places. Uniforms, previously dry-cleaned, were distributed and the band is expected to present an even smarter appearance than usual on this occasion. The Band will march from the Union building to the Stadium before the game and there will be a parade during half-time to provide an interesting interlude for the spectators.

Considering that the band has had only about three or four days to prepare for their first public appearance this season it is very much to their credit that they are able to turn out in such strength after so short a practice, and it is surprising to note the number of musical pieces that they have managed to get ready in time for the great occasion, it was pointed out by Bandmaster Sanction.

Put Match And Fashions on Air

**Style Expert to Broadcast
Costume Descriptions**

REG. GRANT ANNOUNCES

**Play by Play Report to be
Sent Out From
CFCE**

Fair co-eds and lady visitors at McGill football games henceforth would do well to turn out in their best bibs and tuckers, for from now on all home encounters on the Stadium will be broadcast play by play as well as played by play. A fashion expert from J. A. Ogilvie & Co will sit in the press box and send out over the air a lot of dope on what is being worn in the cod section of the stand.

The broadcasts began last Wednesday night under the glare of the floodlights when a play by play report of one of the first night games in Canada was given to the radio public by Reg. Grant, without comment on the fashions.

To Continue

This afternoon starting ten minutes before the opening whistle and during the intermission, Alice Hall Carlisle M.A., will take her place at the microphone to describe whatever may come to her notice in the way of smart costume in the stands.

Reg. Grant will again handle the play-by-play descriptions over station CFCE.

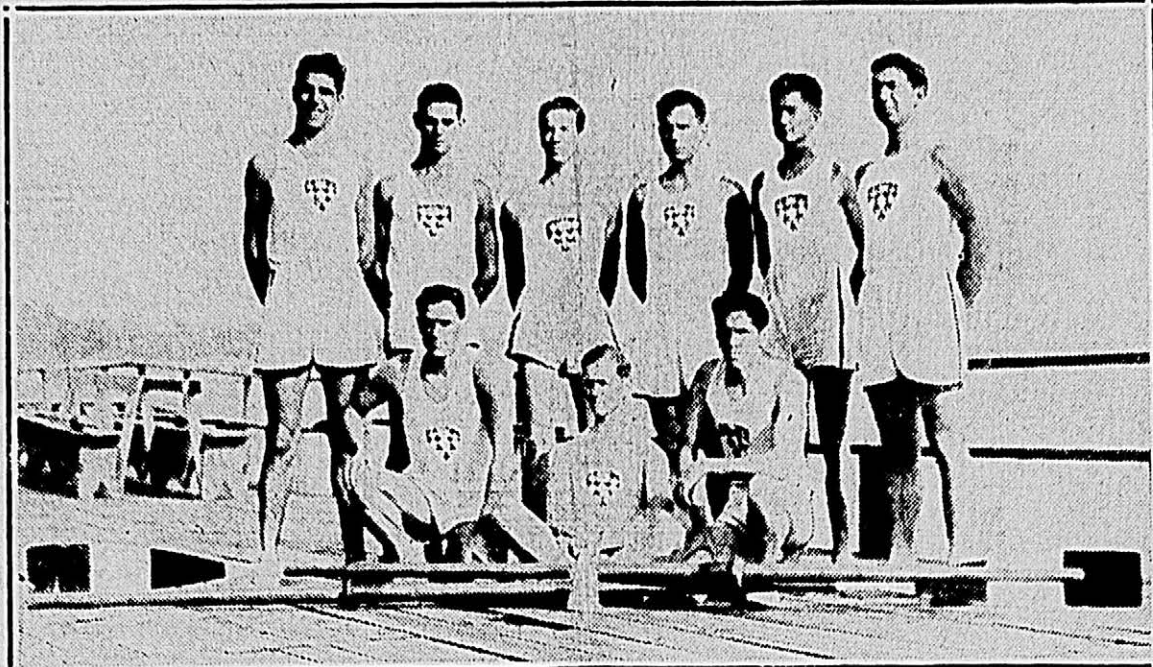
of the university, just as much as the Faculty of Arts. This student self-government shows the confidence which the university has in the student body.

University's Aims

"The qualities at which the university aims and the ends it hopes to achieve are twofold," continued the Head of the Department of Extra-Mural Relations. The first of these is thoroughness, which may be found in every faculty; one of the objects at

(Continued on page three)

Challenging Crew



McGILL ROWING TEAM, which meets the Varsity oarsmen, defenders of the Intercollegiate title, on the Lachine Canal this afternoon.

Students' Directory

Those who have not yet given in their correct address and telephone number are requested to do so at the Registrar's Office, as the Students' Directory is now being prepared.

School System Change Sought

**Professor F. Clarke of McGill
Asks Radical Attention**

TEACHERS AGREEABLE

**Speech Given Yesterday at
Annual Convention in
High School**

Unique ideas on educational matters were advanced by Professor F. Clarke, of McGill University at yesterday morning's session of the 66th annual convention of the Provincial Association of Protestant teachers, which is being held at the High School of Montreal. Professor D. Clarke, Dean of the McGill Faculty of Music, who also spoke suggested that music lessons should be included in the school curriculum and not studied at odd hours. If other subjects were to be studied as music is at the present time little progress would be made in them.

In his speech Professor F. Clarke advised that spelling and grammar should not be taught but allowed to "come" and he condemned "memory work." English, said professor Clarke, is not merely a language that is included in the school course of studies, but the means of physical action, thought and emotion of the child. It should be used, therefore, to further the growth of his world. The fear of spelling and poor grammar ought not to be allowed to interfere with the fluency in a child's composition and, to assist the children in gaining a mastery of the minor points of spelling and grammar. Professor Clarke suggested that teachers should keep note of mistakes and show the children the correct forms "Let the textbooks go," he said.

The portions of poems which appeared to the child should be memorised as mental gymnastics but with the realization that "a thing of beauty is a joy for ever."

Professor Clarke, in showing the futility of the present system, asked the teachers to imagine how much they would appreciate gems of literature if forced to learn them under a penalty of law.

In the discussion following many of the teachers sympathised with Professor Clarke's suggestions but explained that they were bound by a curriculum and the necessary preparation for set examinations. Professor Clarke replied that he understood the situation and would bring all the influence he could bear to see that teachers might employ the same discretion enjoyed by other professional groups.

Record on 'Change

**No More Books Will be Re-
ceived This Term**

The Book Exchange in the basement of the Union announced last evening that they have all they can handle and will receive no more books this term. Yesterday's sales reached a new high when the cash register clanged to the tune of \$231.85 the largest sum of money ever received in one day in the history of the Exchange.

Due to pressure of business the Exchange will not be open today but expects to do a rushing business on Monday from 1:30 to 5:30 when

Reporters Needed on Fridays

There is still a shortage of reporters for the Daily, especially on Friday nights. Those desiring to become reporters may register in the Daily office, in the basement of the Union.

Women Heard Talk on Rugby

**Co-eds Listened to Interest-
ing Addresses**

Co-ed interest in rugby was at its height yesterday when Mr. D.A.L. MacDonald Sports reporter of the Gazette, and Eric Sangster, Manager of the McGill rugby team, explained the rules of the game to about 60 in the R.V.C. yesterday afternoon. Major Forbes, Coach of the Red and White squad, who was scheduled to make the address was unable to attend.

Mr. MacDonald first traced the history of our present day game of rugby, explaining how in the beginning the number of players was unlimited and the field was of any size. Often there was a stream running through the centre of the grounds.

English Rugby developed from this loose game and finally from this we obtained the present American Football and Canadian Rugby. At present developments are being made in the game. Open play, forward passing and interference are being used more and more.

A limited number of Rule Books were distributed among the girls and the lecturer explained the rules with many interesting examples from American and Canadian games. The dangerous plays that may be used were emphasised by the story of the death of a player who was injured last Fall in the Army-Notre Dame game.

Eric Sangster illustrated the lecture for Mr. MacDonald and urged the co-eds to particularly watch the backfield in the game on Saturday. Joe O'Brien, famous referee, has termed it one of the best ever witnessed in Canada.

The excellent work of Roger Wilson in the line was brought to the notice of the audience.

Youth Exonerated For Rampant Ills

**Dean of Yale Sure Good
Times Are Coming**

The "new paganism" cannot be blamed on modern youth, believes the Dean of Yale. Atheism, infidelity, and free love doctrines may be rampant now, but as a vogue only, said this authority in a recent address.

"Youth is clean and decent" he maintained. "Not their passions, but the befuddled counsels of the older generation are swinging the world towards paganism and ruin."

The Dean believes firmly that a change for the better is forthcoming, that the world is beginning to sense its spiritual hunger. Creative thinking and adventurous action are necessary for this, he warned.

Lectures are cancelled because of Convocation.

The books on hand include many French texts and a good supply of books required in First Year Arts. Every faculty is represented and a few Commerce accountancy books are waiting to be snapped up by early comers.

People's Forum To Open Season Tomorrow Night

"UNEMPLOYMENT or Job
sure?" is the interesting sub-
ject of the lecture to be delivered
by Professor Kieropp Lake at the
People's Forum on Sunday, Oc-
tober 5th, at 7:30 p.m.

Professor Lake, one of the most popular of visiting lecturers, is a graduate of Oxford, where he formed part of the teaching staff, as well as at Leyden in Holland, and at Harvard. In the field of Biblical History and Research Professor Lake is an authority.

The People's Forum, situated in the Church of the Messiah at Sherbrooke West and Simpson will hold meetings every Sunday evening in October. The speakers and their subjects so far announced are: Oct. 12th. Clara Leighton, A.R.E.—Pictures and How to Look at Them. Oct. 19th. James W. Bridges, Personality, Normal and Abnormal. Oct. 26th. Morley Callaghan, Some Aspects of Censorship.

Professor Lloyd Tells of Trip

**Bot. Congress at Cambridge
Hears Results of Research**

MEETS OLD FRIENDS

**Former Teacher was Guest
Of Honor at Trinity
College**

During the past summer, at the invitation of the Czech-Slovakian Ministry of Education, Professor Lloyd of McGill spent six weeks at Masaryk University, Brno, Czechoslovakia, before attending the Botanical Congress at Cambridge with Professor Search also of McGill. While there his time was largely filled by completing for publication a joint paper with Professor Vladimir Moravsek on "Periodic Precipitation."

After this, Professor Lloyd, in company with Professor Vladimir Uehli, Head of the Institute for Plant Physiology, Masaryk University, who later showed some remarkable moving pictures of plant movements and developments, attended the Fifth International Botanical Congress, held at Cambridge. Professor Search also attended as a delegate from the Royal Society of Canada.

About 1200 eminent botanists from all parts of the world were present, representing fifty-four countries. British predominated, while the American, Canadian and German elements were strong. An interested audience listened to Dr. Lloyd's paper on "The Structure and Functional Variance of the Traps of Utricularia."

Met Old Friends

The Congress was divided into eight sections, Dr. Lloyd being an Honorary Vice-President of the section on Plant Physiology. During the Congress Professor Lloyd had the pleasure of meeting his old teacher Professor Karl von Goebel of Munich. Professor Goebel received an Honorary Doctor of Science at Cambridge twenty-one years ago on the occasion of the Darwin Celebration. He was guest of honour at the Official Dinner of the Congress in the Hall of Trinity College.

With Professor Goebel, Professor Lloyd visited the rooms once occupied by Stephen Hales, the father of plant physiology. Professor Lloyd himself was a guest during the Congress, of Professor F. P. Blackman, Fellow of St. John's College.

En route for Cambridge, Professor Lloyd and Professor Vladimir Uehli had the pleasure of visiting Hugo DeVries, Professor Emeritus of Botany now living in retirement at Lunenburg. (Continued On Page Two)

WHAT'S ON

Today
1:00—Soccer, McGill and West Point, Stadium.
1:00—Bandmen meet Union.
1:20—Runners Practice.
2:15—8:30—S.C.A. Meeting Verdon, Y.M.C.A.
3:15—Football, McGill and R.M.C., Stadium.
4:30—Rowing, McGill and Varsity, Lachine Canal.
Sunday
9:30—Mass for Catholic Students, St. Patrick's.
Monday
C.O.T.C. Smoker.
Tuesday
Swimming and Polo Club Meeting.

Three Colleges Invade McGill This Afternoon

**R. M. C., West Point, And
Varsity Provide Sporting
Attractions**

CROWD EXPECTED

**Swabey Joins Football Squad
And St. Germain Also
To Return**

McGill's athletic season swings open this afternoon, with three feature attractions hanging in the balance. The red rugby hopes for 1930 are in readiness to tackle R.M.C. in the annual exhibition game at Molson Stadium at 3:15, while the soccer club stack up against the West Point cadets two hours earlier.

Immediately after the football games there will be a general exodus of students to Lachine Canal where the Toronto Varsity eight oared crew will fight it out with coach Moimman's crack shell, in what promise to be a thrilling encounter.

In fact McGill students who suffer from weak hearts should stay away on Saturday altogether. Those West Point cadets blew into town yesterday all rarin' to go with coach Finlay's soccerites, while R.M.C. promise to give an even better performance than last year against coach Stuart Forbes' big red team. It will be recalled that last year McGill took the same only by the close score of 3-0. The Kingston cadets have built up a strong fast team around the backfield combination of Irvin and White, and judging by the ticket sale for this afternoon's performance football fans are all keyed up.

The football squad were put through a light workout yesterday afternoon, and evening under the flood lights. The good news came through that "Sailor" Swabey has decided to return to college, and this was enhanced by the appearance of Al. himself, who betook himself to learning signals, and booting the ball. It is not yet certain whether the former snap-back will resume his duties in that position, or whether he will be groomed for a kicking half post. It seems likely, however, that he will take over the snapping duties, as Dame Rumour has it that Ralph St. Germain is also to return to college. In fact coach Forbes assured the Daily that the "galloping ghost" would be right on hand for Tuesday's practice.

With "the saint", Doherty, Hammond, Kritzewiser, and McGillivray available for half-line duty, there is no doubt that half line worries are over. There is reason for the exuberant optimism that was the keynote of last night's "pep rally". Young Reg. Newton, who has been showing fine form in the quarterback position. (Continued On Page Two)

1931 Scholarships Open to Students

**Election of Rhodes Scholars
To Take Place in December**

Announcement has been made that the 1930 elections of the Rhodes Scholarship will be held early in December. The applications for these Scholarships should be in before November 10. Scholars elected this year will enter Oxford in Oct. 1931 and may follow any course they choose for two years with the option of a third.

The Scholarships are worth about £400 a year; Rhodes Scholars are not chosen by means of a written examination but on the basis of their school and college records.

A candidate to be eligible must be a male citizen of Canada and unmarried. He must also be between the ages of 19 and 25, and have completed at least his sophomore year in college. Candidates may apply either for the Province in which they have their ordinary domicile, or for any Province in which they have received at least two years of their college education before applying.

Qualities Considered
Many qualities will be considered in making the selection for the Rhodes Scholarships. The Literary and Scholarly ability and attainments of the applicant will be taken into consideration, as well as his exhibition of moral force of character and of instincts to lead and to take an interest in his schoolmates.

Further information and application blanks may be obtained from the Provincial Secretary, Mr. G. S. Stairs, K.C., 133 St. James St. West, Montreal or from Mr. T. W. L. MacDermot, Assistant to Canadian Representative of the Rhodes Trust, P.O. Box 1930, Montreal.

McGill Daily

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Opinions expressed below are those of the
Managing Board of the McGill Daily,
and not the official opinions of
the Students' Society

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N. A. Levitsky, '31.....N. I. C. Peard, '31
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IN CHARGE OF THIS ISSUE
News.....Sports.....
A. S. Marshall.....R. T. Bowman
Reporters.....
S. Corrigan, M. Feigenbaum, I. Hyams, P. W.
Poland, Sam Schwarzbard.

Montreal, Saturday, October 4, 1930.

Happy Augury

THE Union House Smoker last night, besides having been a very successful affair from the point of view of attendance and interest, may also be considered as an omen promising increased participation in undergraduate affairs for the session now well under way.

Not for many years has there been such a large turn-out at a function of this nature. Freshmen indeed predominated, but of the four hundred present, a very fair number were upperclassmen—many more, in proportion, than has been the case of late years. This, we think, augurs well for the success of many of the ventures which will be undertaken during the year by the various campus organizations.

On the fifteenth of the present month another meeting of a very different character will take place in the same ball-room. We refer to the semi-annual meeting of the Students' Society, the only time at which undergraduates can meet as a body to discuss questions of self-government.

As in the case of the smoker, an appeal must be made to the freshmen, not this time to come and enjoy a good time but rather to come with a serious attitude of mind as becomes men who administer their own government.

An Ill and a Cure

FRESHMEN have many trials and tribulations during their first weeks at college, but the severest of all these is undoubtedly the attack of homesickness which plagues to a greater or lesser degree the out-of-town man. It is impossible to describe the acute yearning for familiar scenes and familiar faces which one feels when set down for the first time in a large city like Montreal among strangers.

Newcomers to the big city soon discover that there is a world of difference between the paternal roof-tree and a room in a down-town boarding house, between the family dinner table and a busy lunch room, and between the small intimate high school classes where one is "Al" or "Pete" and the lecture halls filled by a couple of hundred freshmen knowing one another only by the impersonal "Jones" or "Smith." And until the long-mooted dormitories are built McGill provides for its men no communal dwellings beyond the fraternity houses and Strathcona Hall, which are, of necessity, limited. Newcomers are left to their own devices in their attempts to make themselves at home.

Although the corner drug store has no remedy to relieve the depression of homesickness, the case is not as hopeless as it might appear to the afflicted. We all have spasms of the malady sooner or later and college is a good place to get the first and worst attack over with. The McGill Handbook, not without reason called the "freshman's Bible," indicates in its list of societies and clubs dozens of ways of becoming a part of McGill's surroundings and of achieving fellowship with kindred spirits. The activities of these groups cover an enormous range, from chess to rugby, and from badminton to philosophy. While it is not wise to be an indiscriminate "joiner," participation in athletics and other activities will help to accustom one to the new surroundings and to make new friends.

An Experiment

IN addition to the "What's On" column on the front page every day, the Daily intends this session to run a weekly bulletin of all events scheduled by the University, the Athletic Board and the various undergraduate bodies. As at present planned the new feature will appear on Saturday mornings and the information will be so consolidated and condensed that the whole section may be cut out and kept for reference.

In order that there may be no confusion between items intended for the ordinary notice column and those meant for the bulletin, club officials are asked to hand in at our office before noon on the day preceding publication whatever items they may wish to have bulletined. The slips should be clearly marked "for the Bulletin" and should be written with some slight regard to legibility.

It should be borne in mind that only the shortest of announcements are permissible and that news matter cannot possibly be included.

This service is open to all undergraduate bodies, to the Athletic Board and to any group, faculty, department or body in the University. A note to 690 Sherbrooke St. W., will ensure inclusion.

Students' Council of McGill University

Financial Statements as at 30th June, 1930.

STUDENTS' COUNCIL OF MCGILL UNIVERSITY BALANCE SHEET AS AT 30TH JUNE 1930

ASSETS			
Cash in Bank	3,389.01		
Accounts Receivable			
McGill University	1,256.74		
Sundry Advertising	1,960.01		
Less — Reserve for Bad Debts	330.00	1,610.01	2,872.75
Investments			
\$5,000.00 Duke Price Power Co. Ltd. 6% 1986	5,000.00		
\$2,500.00 Abitibi Power & Paper 8% 1953	2,112.05	7,112.05	
Inventories			
Tuck Shop Sundries	212.40		
Tobacco	142.65	355.05	
			\$13,729.76

LIABILITIES			
Accounts Payable			
General	1,328.19		
Book Exchange	101.05		
Commissions	64.69	1,493.93	

Surplus Account			
Balance at Credit, 30th June 1929	10,015.02		
Excess Revenue for the Year 1929-1930	1,892.35		
Add — Subscriptions received by the University for Sundry "Annuals" published in previous years	325.43	12,235.83	
			\$13,729.76

AUDITORS' CERTIFICATE

We have audited the books and accounts of the Students' Council of McGill University for the year ended 30th June 1930, and we have received all the information and explanations which we have required.

We certify that, in our opinion, the above Balance Sheet is properly drawn up so as to exhibit a true and correct view of the state of the Council's affairs as at 30th June 1930, according to the best of our information and the explanations given to us, and as shown by the books.

(Signed) CLARKSON, McDONALD, CURRIE & CO.

CHARTERED ACCOUNTANTS.
MONTREAL, 25th August 1930.

STUDENTS' COUNCIL OF MCGILL UNIVERSITY GENERAL REVENUE AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30TH JUNE 1930

REVENUE	
By Excess Revenue from Sundry Activities Statement No. 3	1,927.59
Universal Fees at \$1.50	2,532.92
Investments and Sundry Interest	415.05
Junior Prom.	173.45
Convocation Activities	106.08
Employment Bureau	103.00
Book Exchange	61.05
Handbook	24.86
Song Books	4.75
	\$5,358.75

EXPENDITURE	
To Salaries	2,268.55
Postage, Printing and Stationery	300.66
Telephone	189.31
Membership, N.F.C.U.S.	184.80
Travelling and Entertaining	174.49
Auditor's Fees	125.00
Students' Directory	43.70
General Expenses	169.56
	3,466.87

EXCESS REVENUE for year transferred to Surplus Account	1,892.35
	\$5,358.75

STUDENTS' COUNCIL OF MCGILL UNIVERSITY SUMMARY OF REVENUE AND EXPENDITURE SUNDY ACTIVITIES FOR THE YEAR ENDED 30TH JUNE 1930

	Excess Expenditure	Excess Revenue
McGill Union	270.65	
McGill Daily		26.44
Alma Mater Dance	128.31	
McGill Annual 1930		663.18
Debating Union Society	508.26	
Musical Association	59.60	
Operatic & Choral Society	58.87	
Players Club		482.01
Red and White Revue		1,615.07
Scarlet Key		342.10
University Band	165.71	
	1,191.39	3,128.89
EXCESS REVENUE to General a/c	1,937.59	
	\$3,128.89	\$3,128.89

STUDENTS' COUNCIL OF MCGILL UNIVERSITY COMPARATIVE STATEMENT OF REVENUE AND EXPENDITURE FOR THE YEARS ENDED 30TH JUNE 1929 AND 1930 McGill Union

	1929.	1929. Increase.
To Salaries and Wages	5,155.95	5,157.00
Light and Heat	2,102.79	1,083.72
Repairs and Renewals	1,731.00	1,452.61
Cleaning	696.87	677.08
Taxes and Licenses (including Water Supply)	329.13	311.23
Insurance	254.50	261.95
Telephones	189.30	213.54
Reading Room	184.04	195.71
Tobacco and Laundry	140.55	151.57
Auditor's Fees	125.00	125.00
Employees' Uniforms		41.40
Advertising	69.85	69.85
General Expenses	66.87	76.71
	9,100.29	9,709.25

Loss transferred from Cafeteria	264.08	397.18
Profit transferred to General a/c		354.92
	\$9,364.37	9,461.35

	1930.	1929. Increase.
By Universal Fees at \$1.50	5,065.83	5,072.03
Endowment Fund Interest	982.67	982.67
Billiards	1,159.10	1,640.24
Tobacco	594.66	596.54
Confectionery	293.88	266.40
Tuck Shop	142.65	118.33
Union Dances	272.78	105.79
Rentals	580.15	679.35
	9,032.72	9,461.35

Loss transferred to General Account	270.65	270.65
	\$9,364.37	9,461.35

—Denotes decrease.

McGill Union Cafeteria EXPENDITURE	
	1930.
To Provisions	6,272.30
Wages	4,352.58
Repairs and Renewals	291.56
Light, Heat & Gas	1,060.09
Taxes	250.00
General Expenses	78.52
	1,620.47

	12,970.58
	\$1,620.47

REVENUE	
	1930.
By Meals	9,708.50
Suppers and Lunches	2,864.00
Proportion of Receipts	1,356.39
	1,356.39
Loss transferred to McGill Union	264.08
	\$1,620.47

STATEMENT OF REVENUE AND EXPENDITURE FOR THE YEAR ENDED 30TH JUNE 1930

McGILL DAILY REVENUE	
By Advertising	7,648.70
Less Commissions	2,368.99
	5,284.71
Subscriptions Students	3,397.50
Subscriptions Sundry	158.58
	3,556.08
	\$8,840.79
EXPENDITURE	
To Publishers	6,925.27
Postage and Stationery	521.38
Rent	250.00
Office Furniture and Equipment	140.55
Telephones and Telegraphs	124.70
Travelling	162.88
Cuts	230.00
Dinners	128.71
Bad Debts	150.00
Photographs	34.00
Miscellaneous	148.77
	8,814.35
EXCESS REVENUE	26.44
	\$8,840.79

STATEMENT OF REVENUE AND EXPENDITURE FOR YEAR ENDED 30TH JUNE 1930

Alma Mater Dance REVENUE	
By Sales of Tickets	138.00
Less — Amusement Tax	34.21
	103.79
EXCESS EXPENDITURE	123.31
	\$632.07
EXPENDITURE	
To Refreshments	281.25
Orchestra	128.00
Decorations	36.87
Tickets and Programme	61.00
Miscellaneous	24.36
	\$632.07
(TO BE CONTINUED)	

Three Colleges Invade McGill This Afternoon

(Continued From Page One)

lion, is a probable starter, barking the signal's this afternoon, while Sunny Talpis will also be given a chance to show his wares in that position. Halpenny and Harvey will divide the snap-back duties, and both these tackling wizards, together with Young, and Urquhart, should make life hard for the end ball carrier. Kritzler will probably do the booting for the red team, and will find himself pitted against a master toe artist in White of R.M.C.

Couch Forbes believes in using plenty of players, and there will be 27 dressed for the fray. They will all see action, and then some! Last Wednesday all the benches were on almost a complete change of players being made at half time. In this way injuries are lessened, and living teams find themselves pitted against fresh opponents most of the game.

With the first intercollegiate bout just one week off, when the red team will journey to Toronto, this afternoon's game will be a final tuning up of the squad, and no doubt the best combinations of players will be discovered.

Major Forbes reminded the freshmen at the "pep rally" last night that there is a sport for everyone at McGill. To back up his statement the athletic boom has its season's genesis this afternoon, and undoubtedly the huge crowd that is expected at the football stadium will more than cheer the fighting, rival eight oared crews at Lachine Canal.

Professor Lloyd Tells of Trip

(Continued From Page One)

Holland. This was a happy visit on both sides as their last meeting had been 25 years ago when Dr. De Vries was visiting the Desert Botanical Laboratory at Arizona in 1905. The Desert Laboratory is at Tucson and is connected with the Carnegie Institution at Washington. Professor De Vries is still vigorously employed in his botanical laboratory in genetics. He is the author of the mutation Theory.

As a memento of this reunion Mrs. De Vries presented Dr. Lloyd with an extremely fine portrait of her husband done in bronze. This will be on exhibition in the laboratory at McGill.

Masses to Begin

Catholic Students to Hear Father Cooney

Catholic students attending the University will have their first monthly Mass in the Lady Chapel of St. Patrick's Church, 454 Dorchester Street West on Sunday morning October 5 at 9.30 o'clock. These regular monthly masses are awaited with interest by all Catholic students.

The address of welcome to both those who have attended the masses before and those who are new to them will be delivered by the Chaplain, Father Cooney, who will enlarge on the activities for the following year. In the Practice Hall adjoining the Chapel a buffet breakfast will be served to the students when the mass is finished.

The president of the Newman Club, E. J. McManamy, will occupy the chair during the first meeting of the club this season, which will take place after the breakfast. He will give a brief resume of the club's program for the coming year and following this Reynolds Butler, the treasurer and one of the club's delegates at the convention of the Newman Club held recently in Be' on, will give the members a detailed account of the convention.

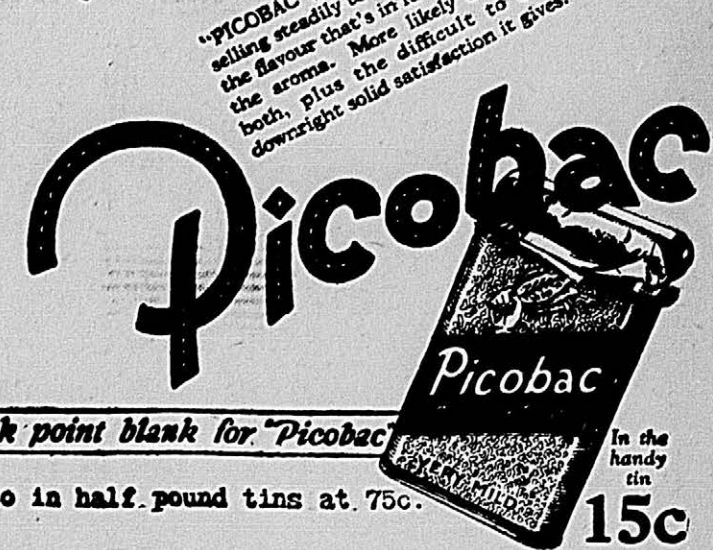
During this meeting the students will be given invitations for an entertainment to be held in the Auditorium of the Congress Hall on Friday night, October 10. This entertainment will be sponsored by the President and executive.

Since there is no mailing list at present available the students are asked to accept this invitation without further notice.

Journalism School Offers New Course

Newspaper administration will be a new course offered by the School of Journalism this year. The prerequisite for this course will be Junior standing and superior work in Journalism 31, with the consent of instructor. The purpose is to present concretely problems of editorial and business administration. The Kalmin furnishes case material to the course under the supervision of Dean A. L. Stone.

Later in the year a laboratory course in typography will be offered. This course has been made possible by the two linotype machines received last spring from the Great Falls Tribune and the Anaconda Copper Mining company and by the printing press received this fall from O. S. Warden, publisher of the Great Falls Tribune, and the Anaconda Copper Mining company.—Montana Kaumlin.



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The "Man in the Barrel" says.

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THE "Rooney" or the fellows next door may have a date with your girl but that's no reason why they should take your clothes, too. Nor has the laundry any business putting your shirts and socks in your neighbour's package. Nor have your teammates the unquestioned privilege of using your athletic clothes. Which are just a few reasons for CASH'S NAMES—the nearest, safest, most economical method of marking all clothing and linen. Order some from your dry goods or department store, or write—

J. & J. Cash, Inc.
450 Grier Street Belleville, Ont.

NOMINATIONS

Nominations for student representative to the Students' Executive Council from the Faculty of Law are called for.

Nominations must be in writing and in the hands of the secretary of the Students' Society by 12:00 noon Monday, October 6th and must be signed by at least ten undergraduate students in the Faculty of Law.

Nominees must be students in the third year of the Faculty of Law.

Election will be held on Thursday Oct. 16 by the Law Undergraduate Society.

Secretary.
G. H. FLETCHER,

Fifth Annual Boat Race Between McGill and Varsity Crews Here This Afternoon on Lachine Canal

Both Eight at Full Strength For Today's Struggle

VARSITY HEAVIER

Redmen Concede Torontonians 18 lbs. per Man—Both Crews Confident

What bids fair to be an epic classic in rowing annals will take place here this afternoon at 4.30 when the McGill and the University of Toronto eight-oared crews battle for supremacy on the smooth two-mile course on the Lachine canal. Never in the past five years since the inauguration of this annual affair between the Red and the Blue, has enthusiasm been at so high a pitch. Aside from the R.M.C.—McGill football match which will be played here this afternoon, local fans are confining their talk to the possible outcome of this afternoon's tussle.

As things stand so far, the honours are evenly divided. McGill and Varsity oarsmen sharing two wins apiece during the last four years of annual competition. Both crews will be out giving their utmost today in order to take the contest and assume the leadership in point of view of wins. Reports from both camps state that everything is in readiness, and both Coaches Urban Molmans and Prof. Tom Loudon are wearing confident smiles.

The Toronto crew is an older and heavier one than McGill, and their eight showed up well in Ottawa at the last meeting of the Eastern Rowing Association when the Varsity boatmen lead the senior event by half a length. McGill's crew on the other hand is a lighter one and lacks what might be termed cohesiveness in the sense that the boys have not been rowing together for a very long time. However the nucleus of the Red and White crew is composed of four veterans who made admirable displays in the E.R.A. meet, the Henley and finally the British Empire games. All in all, both crews are fairly evenly matched for this afternoon's affair, and the race should prove both exciting and keenly fought. Tickets for the best seats alongside the course have practically been sold out and it is expected that a crowd of about 6,000 will watch the struggle. In any case, the interest bids fair to rival that at either the Oxford-Cambridge boat race in England, or the Harvard-Yale even in the United States. Perhaps the comparison is not so far-fetched—this afternoon shall tell the tale.

English Rugbyists Play Vickers Today

Fast Game Opens Schedule On Lower Campus

The champion McGill English rugby team, get their first real action of the season this afternoon on the lower campus at 2.30, when they hook up with the powerful Vicker's fifteen. This is the first of a four game schedule that will decide whether the Bank of Montreal, Westward, or M.A.A.A. will hold the Montreal English rugby championship of 1930.

Vickers', with three week's practice under their belts, against only week's training for the red team, are confident of victory, and intend to get away on the right foot. However, most of the veteran McGill squad have returned to the fold, and the team picked after yesterday's practice promise to make the affair a real battle from the opening whistle. Several experienced freshmen have succeeded in making positions, and no doubt this will considerably add to the interest of the game from a spectator's point of view.

The McGill team finish the city schedule playing M.A.A.A. on October 18, and the next week end they journey to Toronto to fight it out with Varsity in a home and home series for the intercollegiate title. The return game is set for November 1st.

The McGill lineup for to-day's game is:—Forwards, Luke, Skinner, Hanbury, Price, Stursberg, McNutt, and Woods Halves: Hatfield, Wootter, and Powers; Three Quarters: Rice (capt.), Chalmers, Douglas and McCock; Full Back: Close.

GLADLY

Aristide Briand is receiving favorable reports on his proposal to form a United States of Europe. If the plan goes through we can let him have some slightly used laws as a starter.

FALSE PRETENSES.

MOTORIST: A handi jump on the running board of my machine last night and demanded five dollars.

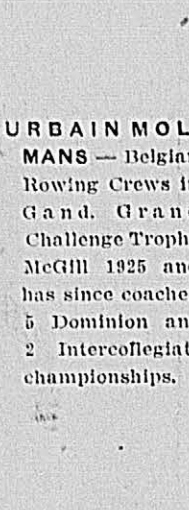
FRIEND: Why didn't you have him arrested for impersonating an officer?

McGill Oarsmen Rowing Today



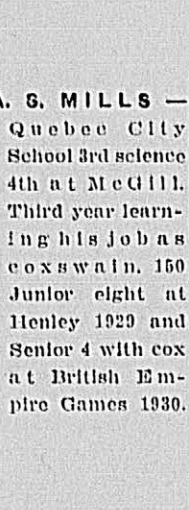
L. G. GALES —

Lower Canada College. Second Year Arts. Stroke and rowing capt. Last year Junior champ. Henley-Stroked British Empire Crew for Canada. Armstrong Trophy in Eastern Canada meet.



J. A. T. BUTLER —

Montreal West High; 3rd at McGill 2nd rowing; last year's stroke. Armstrong Trophy and British Empire Games this year. Number 7 Baboard.



A. S. MILLS —

Quebec City School 3rd science 4th at McGill. Third year learning his job as coxswain. 150 Junior eight at Henley 1929 and Senior 4 with cox at British Empire Games 1930.



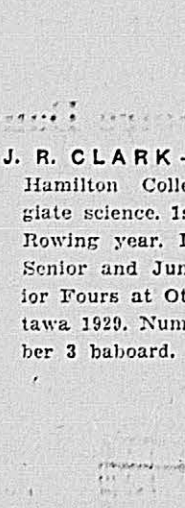
R. S. EVANS —

Manitoba University rowed on Winnipeg crews. Came to science in McGill. 2nd year rowing. Armstrong Trophy and B.E.G. this year. Number 2—triboard.



H. R. MCGUAIG —

Lower Canada College. 3rd Commerce. Vice president 1929. Pres. 1930. Bow in '29 and '30 crews. Armstrong Trophy and B.E.G.



J. R. CLARK —

Hamilton Collegiate science. 1st Rowing year. In Senior and Junior Fours at Ottawa 1929. Number 3 baboard.



L. MILLER —

Westhill High 2nd year civil. Senior. Won 150 light and 140 fours 1929 Henley. No. 5 Baboard.



F. T. O'R. HEWITT —

Loyola College. Born in Eastern Townships. Second Commerce. Frosh in crew. Number 6 Tribord.



W. H. ELLIOTT —

Catche Bay, Ont. Schools. Frosh in crew. Secretary-Treasurer pro-tem.



Colonel Bovey Chief Speaker At Union Smoker

(Continued From Page One)

which a student ought to aim is thoroughness.

The second goal to be achieved is courage, which consists of several kinds; the least important of these is physical courage and the most important—moral courage, there is also that form of mental courage. At this point the speaker spoke very impressively and sincerely.

"Moral courage is hard to attain, but once one has attained it, he possesses the finest quality," spoke on Col. Bovey. "That is the greatest thing McGill can give you, and will aid you to stand up like a man after you have left the university," finished the Colonel amid much applause.

After the splendid speech made by the Colonel the Four Diplomats re-appeared before the expectant audience, and blended harmoniously in four excellent "up-to-date" songs. "I

Happened in Monterey" was sung by one of the Diplomats alone, and earned a round of hearty applause. The famous and much-heralded orchestra then left to re-appear no more, much to the disappointment of the students.

Sports Talks

Bobby Bell, popular McGill Hockey Coach, next gave a very brief sketch of the university's activities in that branch of sport. "There is no game which gives as much benefit to participants as hockey," he said. He showed how the Interclass League helped to develop men for the senior ranks. After giving an outline of the worth of each of last year's teams, he exhorted the freshmen to make it a duty to be at each game, at the same time saying, "Don't let the thundering thousands he called the fifty."

"The first football game in America was played by McGill in 1871," said Major Forbes. This was followed by some football talk, during which the coach told of some interesting incidents of his youth, the best of which was the formation of a junior team at McGill. He finished up by explaining the significance of the various sym-

Cinder Hoofers Working Hard

First Track Meet Less Than Week Away

With the first major test of the season less than a week away, McGill's track hopes are fast rounding into the shape which should carry them close, if not altogether, to victory in the coming meets with Varsity, Queens, and R.M.C.

Freshmen have been appearing in encouraging numbers and many sprinters, distance runners and weight men have turned up who should put new life into competition. In these events, The 440, the pole vault, the high jump and the broad jump are still pretty well deserted, with new men urgently required to fill gaps left by graduation.

Regular Work

Quite a large number of newcomers have been putting in an appearance for a day or two and then failing to show up again for a week. Fair physical condition can never be hoped for under these circumstances. Work, and work only will build up the legs and body to stand the strain of competitive athletics.

Among the more recent arrivals Brown and Hart in the 440 have been outstanding. Each is ready and eager to run the distance, and a great race is looked for in the interfaculty meet. Several new weight men have also turned out, among them Maughn and O'Meara, both noted exponents of other branches of sport. These heavyweights spent several hours heaving shots and discusses across the landscape much to the disquietude of any nearby footballers who seem to have a more wholesome regard for a two-and-a-half pound discus than for two hundred pound opponents.

Regulars Back

With the return on Wednesday of Ken Lochhead, all available members of last year's team are again on hand, and with what natural improvement has taken place during the summer and a strong injection of new blood from intermediate ranks, there is every reason to suppose that the team making the journey to Kingston will be as strong as that which went to Toronto last fall.

Football Schedule Cheers Faculties

Medicine and Science Open League Next Thursday

The long awaited interfaculty football schedule has been released at last, as a result of a friendly meeting of the faculty managers held yesterday noon. The season gets under way on Thursday, when Science and Medicine hook up in what is sure to be a feature struggle.

Minor changes were made in the composition of the two sections, to suit the convenience of those hard workers—Science and Medicine. This year Arts, Law, and Commerce will fight it out in section A, while Science, Medicine, and Dentistry battle in section B.

The good news is as follows: Interfaculty Rugby Schedule 1930.

Thurs. Oct. 9.—Science vs. Medicine.

Fri. Oct. 10.—Commerce vs. Law.

Mon. Oct. 13.—Arts vs. Commerce.

Tues. Oct. 14.—Medicine vs. Dentistry.

Thurs. Oct. 16.—Law vs. Arts.

Mon. Oct. 20.—Commerce vs. Arts.

Tues. Oct. 21.—Dentistry vs. Medicine.

Thurs. Oct. 23.—Arts vs. Law.

Fri. Oct. 24.—Science vs. Dentistry.

Tues. Oct. 28.—Law vs. Commerce.

Wed. Oct. 29.—Medicine vs. Science.

Fri. Oct. 31.—Dentistry vs. Science.

Tues. Nov. 4.—Winner of A vs. Winner of B.

Thurs. Nov. 6.—Winner of B vs. Winner of A.

Tues. Nov. 11.—Winner at McGill vs. Macdonald College (in St. Annes.)

McGill Soccer Team Prepared For West Point

American Cadets Sure to Provide Stiff Opposition

PLAY AT 12.30

Soccer Match Will Precede Rugby Game at Molson Stadium Today.

The McGill Soccer Squad wound up their training campaign with a light workout in the Upper Stadium yesterday afternoon. The boys practised shooting and various combination attacks and at the end of the hour Coach Hay Finlay expressed himself as highly satisfied with the condition and playing of the team and seemed confident of success in today's clash with West Point. The players went through their drill in a quick workmanlike manner and seemed to combine perfectly in both attack and defensive formations.

The team which will carry the Red and White colours into the fray was chosen yesterday afternoon after a practice game in which Coach Finlay and Captain Eddie Molloy completed their choice of an eleven. On paper at least it is a very strong aggregation as many be seen from the lineup:

McGill	Goal	West Point
Ross		Waters
Reeco		R. F.
Helwig		L. F.
Violette		Mitchell
Owen		R. H.
Estall		Speldell
Crabtree		C. H.
Watson		Robertson
Watt		L. H.
Molloy, Capt.		Hackett
Williams		O. R.
Peters		Pumpelly
Nolan		I. R.
Janikun		Conway
		C. F.
		Jones
		I. L.
		Easterbrooke
		O. L.
		Praband
		Spare

Veterans on Hand

The McGill forward line has only one change from last year. This is the replacement of Violette by Watson, at inside right. "VI" has been moved to the half line this season but as Watson has had considerable intercollegiate playing, as spare last year, there is little to fear from this change. The rest of the forward line is composed of veterans who have all given plenty of evidence of retaining the form which has marked their play in the past. The half line, also, consists entirely of veterans and although the backs and goals are all new men to (Continued on page four)

Meredith, Holden, Heward & Holden

215 St. James Street West, Montreal
F.E. Meredith, K.C., L.L.D. A.R. Holden, K.C.
C.E. Heward, K.C. R.C. Holden, Jr.
P.P. Hutchison E.H. Cliff
C.T. Hallantyne W.C.J. Meredith
F.T. Collins A.D.P. Hickey

McGill Mermen Held Practice

Freshmen Strengthen Swimming And Water Polo

Two full polo squads turned out at the initial practice in aquatic sports yesterday afternoon at the K. of C. bath. Several of these men were primarily interested in swimming, and were given a chance to show their wares first. The practice was wound up by a short polo game of two periods.

Bill Sprenger, last year's swimming captain is apparently stepping into a new role. He bids fair to fill Mort Gibbons' shoes as McGill's diver. He has acquired the feel of the Knights board, and is getting wonderful height on his swan and one-and-a-half-somersault dives. If Bill can fill in as well as in his old position in the 50 yards, he will help solve the worries of the coach next spring.

Several freshmen who turned up show great promise. Butterfield, who has done some swimming in Bermuda, went fifty yards and looks well. Bob Brophy, who already has won himself fame in swimming circles in Montreal, was also conspicuous. He swims free style up to 200 yards.

There has been little new material show up for polo so far. However, there is a good forward from the Y. M.H.A. in the person of Marcus Stein, who lined up with the rest at the end of the practice.

Coach Harold Fisk returned and will definitely take on the duties this year. He intends to retrieve the polo championship which has rested with Var-

... for two years, and also to hold the swimming championship which was won by McGill last year. Polo practice for the city league games will begin Monday night.

WORTH THE MONEY

Dumb Inquirer: Tell me, is there any difference between your class "A" and class "B" European tours?
Rascallous Travel Clerk: Yes—on the class "A" tour we give you a guarantee that you won't be kissed by Mussolini.

"So you want a job in the mint, eh? What salary would suit you?"
"Well, I'd be willing to pay fifteen dollars a day."

—Idaho Blue Jacket.

USE Central Y. M. C. A.

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EXERCISE and RECREATION

Gymnasium, Indoor Track, Handball Courts, Basketball, New Showers and Dressing Room Facilities, Large White-tiled Swimming Pool, Excellent Club Features.

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There's Always a Happy Ending to the Game, at the

BEAUX-ARTS

—Your College Inn

COMMENCING TO-DAY:

TEA DANSANT 4-6 P.M.
SUPPER DANCE 10 P.M.

Izzy 'n Andy—The Melody Kings—The Diplomats

HARBOUR 1161

1256 STANLEY STREET

R. U. G. B. Y!

Best of luck to Old McGill this Fall! And remember, fellows, after you've taken her to the game in the afternoon, you'll have a monopoly on the evening if you suggest

—DANCING—

WITH Dinner and Divertissement AT

The VENETIAN!

It's the surest way of eliminating competition and making yourself solid with that certain party!

PHONE MARquette 9970 FOR YOUR TABLE

The VENETIAN 1244 St. Catherine St. W

R. M. C.

vs.

McGILL

START THE SEASON RIGHT

WEAR YOUR OWN COLOURS TO THE GAME

BUY THEM AT THE UNION TUCK SHOP

Canada and the Empire Marketing Board

Progress of Empire Buying in the Old Country—A Hopeful Outlook for the Future.

What is being done in the Old Country to push the sales of Canadian and other Empire produce is described by the Empire Marketing Board in their Annual Report for the year ending May, 1930, which has just been published.

"There has been," states the Report, "an appreciable quickening of interest in the past year in the theme of Empire buying among men and women in the United Kingdom."

Scientists And Salesmen

The purpose of the Empire Marketing Board is clear and definite. It is to improve the quality and increase the quantity of Empire products marketed in the United Kingdom and to make Empire buying a habit. From this centre radiate all the diverse activities of the Board. The scientists at his laboratory table serves its central purpose no less than does the salesman at his shop counter. For modern marketing is an enormously complex machine and, unless every cog of it is in smooth running order, the perfection of many isolated parts is without value. It is a commonplace to say that no advertising, however skillful, will sell poor goods. Even if the advertising and the quality are beyond reproach, marketing will still fail unless the many problems of distribution have been studied and solved.

The Board aims at seeing that no factor contributory to the growth of Empire Marketing is neglected. The public of the United Kingdom has been approached from many angles. There is, first, the need of making a busy, island, industrial people aware of the realities of the scattered Empire of which they are citizens. Such educational publicity can neither achieve its objects swiftly nor have an immediate and measurable effect upon sales. Nevertheless, if the habit of Empire buying is to be permanently established, educational publicity is essential. The more vividly people appreciate the achievements, the possibilities and the needs of the Dominions and Colonies, the more naturally will they choose to do their business within the Empire.

Local Habits In United Kingdom

But other approaches to the consumer had equally to be explored. Here, again, is a complex problem. The active sympathy of the great corporate bodies, powerful as purchasers of raw materials, and "food-stuffs in bulk, has been sought by the Board. Individually so weak in comparison with these bodies but collectively even more effective are the housewives whose goodwill the Board has taken every opportunity of enlisting. The diversity of consumers in the United Kingdom goes far beyond these broad differences. Varying standards of wealth present another problem. Local habits have had to be taken into account. It is a mistake to suppose that easy communications have broken down the barriers behind which the various regions of the United Kingdom still lead distinctive lives. What London likes may prove to be what Lancashire refuses. The exporter from the Oversea Empire who means to serve a nation-wide market with his goods has to study the distinctive taste of districts.

No amount of persuasion brought to bear upon the consuming public in all its forms would succeed unless it was supported by the wholesale and retail traders. The Board, has, accordingly, endeavored to secure the fullest co-operation of all kinds of traders concerned with Empire marketing. There has, without question, been a marked advance in the habit of Empire buying in the past year. For this the readiness of the wholesale and retail traders of the United Kingdom to further, in their business, the ends of the Board has been to no small extent responsible. The Board's officers seek to work in close daily touch with the trades, and this Annual Report would be misleading if it failed to bring out emphatically the value of the services rendered by the trades to the cause of Empire marketing.

Economic Strength Of Empire

Behind all approaches to traders and consumers stretch the innumerable fascinating problems of production and transport. The Empire as a productive entity is young. New sources of wealth are being opened up every year. The Empire is scattered about the world. These facts give it a marvellous economic strength, enabling it to grow almost every kind of natural product. But the need of patient attention to every link in the chain between prairie and fruit farm, ranch and plantation and the retail shops of the United Kingdom is thereby vastly increased. It is natural that the Board should have been invited to lend its aid in many and contrived activities.

The Board has reviewed all applications with the sense which four years' work has given it of the complexity and of the seeming remoteness of many factors which bear ultimately upon the sale of Empire produce in the United Kingdom. A bull shipped to one part of the Oversea Empire and

an insect to another may each in its own way do a service to Empire marketing.

The change of Government after the General Election in May, 1929, led to alterations in the political membership of the Board and of its committees. Lord Passfield, the new Secretary of State for Dominion Affairs and for the colonies, succeeded Mr. Amery as Chairman of the Board.

The retiring Conservative Ministers have accepted invitations to retain their membership on the Board or of its Committees, and the Board remains happily representative of all the three political parties in the United Kingdom.

Goodwill of the Trades

The Board, encouraged by the marked goodwill shown to its purpose by the distributive trades of the country and anxious to take the full advantage of trade experience, has lately strengthened its machinery by the appointment of a new main Committee, to be known as the Marketing Committee. It believes that this Committee will secure a regular and continuing contact between itself and the complicated system by which Empire products are distributed to the consumers of the United Kingdom.

Scientific research, conducted with the aid of grants from Empire Marketing Fund, is now in progress in the United Kingdom, in each of the Dominions and in numerous Colonies.

The range of Empire industries and commodities which these grants are designed to assist is considerable and it would scarcely be practicable to summarise what is being done under any watertight divisions. Some grants, as, for instance, those concerning entomology and Low Temperature Research, are relevant to more than one industry and to many commodities.

The essential part which scientists are playing in the development of Empire Marketing may, however, be seen from the detailed section of this Report. The veins of special knowledge and of enthusiasm which are being tapped are not the least encouraging features of the situation. The past year has witnessed a striking advance in the practice of intellectual co-operation within the Empire. Some scientific research schemes are being carried on with assistance from the Board's Fund in the United Kingdom and others in the Oversea Empire countries. Frequently, the problem is being tackled by a team of workers, closely in touch with one another but scattered through the Empire. In all cases, the results achieved are at the disposal of the Empire as a whole.

Empire Buying Begins at Home

The year has seen a steady extension, on the marketing side, of the services provided by the Board. The rise of the "National Mark" as a factor of prime importance in placing home grown foodstuffs on an orderly marketing basis has been actively assisted by the Board. The direct initiative and responsibility for the "National Mark", as for all schemes for improving the condition of agriculture in the United Kingdom falls, of course on the Ministry of Agriculture and Fisheries, and the Scottish Department of Agriculture. The Board has co-operated with these departments by providing the necessary funds as well as by advertisement and other channels of publicity. In all its activities the Board has continued to put first the interest of the home producer.

The systematic survey of the wastage of imported Empire fruits has been continued in the Liverpool and in the London docks and further reports have been issued and circulated among the Oversea producers concerned. Trade enquiries to estimate the extent and nature of competitive supplies and to obtain information on market requirements in regard to quality, grading and packing have also been undertaken. A series of retail market surveys has been carried out both nationally and in selected areas.

The publication of weekly intelligence notes, giving full marketing information for fresh fruit and for dairy produce, has been extended. An interesting development made possible by the support of the trade is the inclusion of statistics of approximately ninety per cent of the butter held in cold storage. A promising activity is the issue of statistical surveys of the world position as regards the production and consumption of various foodstuffs.

Seven Methods of Publicity

The Board has employed, as means of furthering the sale in the United Kingdom of Empire produce from home and Overseas, seven methods of publicity. It directed during the year an advertisement campaign in the principal national trade papers. The general theme of Empire buying was kept in the foreground in all advertisements and was illustrated by specific appeals to buy, among other commodities, Canadian apples, New Zealand dairy produce, Australian dried fruit and South African oranges and soft fruits.

The use of special frames for the display of posters was extended, so



Sunday afternoon, October 5th at 4.15 radio history will be made by the inauguration of a series of programmes to be broadcast simultaneously over Canadian and United States chains. This, the first weekly offering to be addressed to the radio listeners of territories covering a population of 70,000,000, will be the debut of The Crusaders, an aggregation of artists who will make a radio cruise round the world. Sponsored by the Canadian Pacific, the series will follow the fortunes of Julia Preston and Major Kemp who are making the round the world cruise of the Canadian Pacific liner Empress of Australia in company with Julia's parents and Professor Cadenza, Julia's singing master. Amid the reproduction of the authentic sounds of ship-board life, the swishing of the waves, street noises of the various ports visited by the liner and

Round The World By Radio

the music of foreign lands the party will trace out the route to be followed by the Empress of Australia when she leaves New York next December on the eighth annual world cruise by the Canadian Pacific. The programmes will originate each Sunday afternoon in the Royal York Hotel studios of the Canadian Pacific at Toronto and will be broadcast in Canada by stations from Quebec to Vancouver linked together by the broadcast transmission system of the Canadian Pacific Telegraphs. In the United States the eastern network of the National Broadcasting Company with WJZ as the American key station, will carry the programme. In the picture the Crusaders are shown all ready to start on their cruise of the air with Alfred Heather too easily recognizable as Professor Cadenza to share the anonymity of the rest of the cast.

Members of Arts '32 will meet Monday at one o'clock for the election of officers etc.

NOTICES

ARTS '32 MEETING

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OPPORTUNITY FOR SINGERS

All members of the University interested in singing are cordially invited to attend our practices held every Thursday evening. Excellent opportunities are afforded to all singers, trained or untrained, in dramatic work as well as singing. Remember the night and watch the Daily for further notices. Further information may be had by telephoning Miss Lilleda Dadds, Westmount 6123.

S.C.A. COMMITTEES MEETING

All conveners and members of Committees in the Student Christian Association are expected to attend the setting-up conference to be held in the Verdun Y.M.C.A. (1090 Gordon Ave. — between St. Catherine and Atwater) on Sunday, October 5 from 2:15 till 3:30. Supper will be served at the cost of 35 cents.

SWIMMING AND POLO CLUB

An organization meeting of the above club will be held in the Music Room of the Union on Tuesday, October 7, at 5 p.m. All those interested in aquatic sports are invited to attend.

BOOKS FOR SALE

Third year Commerce French, also Business Organization (Stockden) and Psychology (Dashiell) for sale. Apply office, Stratheona Hotel at 12:10.

C.O.T.C. SMOKER

A smoker is being held by the McGill contingent of the C.O.T.C. on Monday night at 8 o'clock. All male members of the University are invited to attend. Smokes, refreshments and entertainment will be provided.

R.V.C. '31 CLASS MEETING

There will be a class-meeting of R.V.C. '31 at 1 o'clock on Monday in the R.V.C. common room to elect the class officers etc.

WANTED:—Two bus tickets to see the McGill-Varsity boat race. Will anybody interested in selling same be at locker 29 in the Arts Building at 9, 10, 11, 12 or 1 o'clock today. Urgent.

SLIDE RULE FOR SALE

K E Log Log Duplex Slide Rule, practically new, \$10. Atlantic 4581W between 6 and 7, or put a note in Locker 248 Arts Building.

RUNNERS

Runners be on hand at 1:20 for speed practice. This is important.

act plays. The one act play deals with a single dramatic situation and its ideal is to produce a single effect through methods varying from tragedy to farce.

The workshop presents its plays in the Union on three nights during the season, two or three plays being produced at each gathering. The members who act in each play gain much acting experience as well as insight into technical methods used in play production. This spurs them on to try for larger parts in the bigger productions.

Last year there was a prize for the best play and it is expected that some similar award will be offered this season.

1st O. A. O.: There, they've dropped their anchor.

2nd O. A. O.: Well, I'm not surprised; it's been hanging there all day.

—Annapolis Leg.

Jesuits Start Fiftieth Term in Milwaukee

1881-1930. Marquette's golden jubilee year is under way. The resumption of classes on Thursday, Sept. 18, marked the University's entrance on the fiftieth year of existence. The fiftieth registration is already completed and the fiftieth year of continuous Jesuit teaching on the Hilltop has begun.

This year, too, is the silver anniversary of Marquette's existence as a university. In 1906 an amended charter was obtained and the title of the old Marquette college was changed to university.

Starting as a college which for five years had no graduates, Marquette has grown yearly until now its number of students nears the 5,000 mark. —Marquette Tribune.

McGill Soccer Team Prepared For West Point

(Continued from page three) The first string they have earned their positions by showing their ability to play in first class company.

West Point Game

While little is known of the strength of the Army team, the West Pointers have always managed to field a strong aggregation in the past and it is certain that if McGill wins they will have had no walk-over. This is the fourth time these two eleven's have met, and it marks an innovation as much as this is the first time the Cadets have come to old McGill. Last year, when the Redmen journeyed to West Point, they handed the Cadets a 2-0 beating, and playing on home ground they

Queens' Welcomes Principal Fyfe

Administrator is Met by 300 Undergraduates

Principal Fyfe arrived in Kingston to assume the duties carried on by Acting Principal Connell, since Dr. Taylor's retirement early this summer. Among others, Dr. Connell and Dr. McNeill were at the station to personally welcome the new Principal and from there he was driven directly to his new home, in the University grounds.

Many students, informed of his arrival, lined the driveway from the University gates on Stuart St. to the Principal's Residence. Loud cheering and Queen's yells, led by 'Gib' McKelvey and 'Oot' Gourlay serenaded the party as it proceeded up the drive, and those present got their first glimpses of the new Principal as he alighted from the car moments later. Principal Fyfe thanked the students for a most gratifying reception but would not give a speech as he did not wish to keep them too long in the cold, but expressed the desire to meet as many as possible as soon as convenient. The gathering then dispersed. —Queens' Journal.

should stand a fair chance of repeating the success.

A regal entertainment has been planned for the visitors by the Scarlet Key Society. This morning, when they arrived in the city they were met by representatives of the society and escorted to their hotel. After the tussle with McGill they will be guests at the R.M.C. — McGill clash which should be doubly interesting to fellow-cadets, and then they will be taken to see the McGill-Varsity boat race.

Sophisticated Seniors? Oh No! It's Just Another Freshman

Where are the dear dead days of not so long ago when a freshman looked like one and not like a sophisticated senior? There was a time when a first year coed could be distinguished about a block away. Fresh cap, goggles, schoolgirl frock and new brief case easily identified the newcomers to the big University. But now—

She is a finished product from the best dressmakers, milliners and booters. She wears a fashionable flat crepe dress, saucy hat, high-heeled snake skin shoes, and all accessories to match the color scheme of her daytime costume. The only thing to mark her as a coed is her black leather notebook. Brief case? Not for this youngster.

No Hats

It's just too bad for those upper-classmen who find pleasure in hazing freshmen. Very few of the new girls

that the Board now has these frames with their regularly changing sets of posters, in 450 towns in the United Kingdom. Specimen frames have been erected in several Oversea Empire countries. Posters were also shown, in connection with exhibitions, on the commercial boardings. Suitable posters were reproduced in half size and in colour, and were issued together with leaflets telling the story of the Empire industry or scene depicted, to cover 20,000 schools in the United Kingdom that applied for them.

Two Million Leaflets

The issue of other leaflets and of display material, including shop window bills and popular recipes, was very considerably increased. The total number of leaflets distributed by the Board in the year was nearly two million.

Lectures — the fourth method of publicity employed—were given under the Board's auspices to audiences totalling 599,990.

The British Broadcasting Corporation made it possible for the Board to give out a number of talks to housewives.

The value of exhibitions and shopping weeks was so apparent to the Board that it took part vigorously on many of these occasions. A pavilion was erected and given over to changing displays of Empire produce throughout the six months of the North East Coast Exhibition. Space was taken at fourteen other exhibitions, and assistance was rendered at fifteen shopping weeks in various parts of the United Kingdom.

A new and extremely fruitful experiment is being tried in Glasgow, where the Board has rented a shop in a central position for six months and gives it over for periods of a fortnight each, to individual Empire countries. The direct contacts thus formed with traders and with the public are proving most effective in opening up new and in broadening established lines of Empire Trade.

Lastly, the Board has added to its experience of the cinema as an instrument of publicity. The first of its films to be released for public display has been exceptionally well reviewed and has secured satisfactory bookings. Other films are nearing completion. A beginning has been made with the preparation of a number of Empire interest films for display to school and other audiences.

Such in outline is the ground covered in the past year by the Empire Marketing Board.

wear the headgear of their class, and as there is no mark of distinction there is no fun. And where is that green scared look, that helpless wandering about in search of rooms, the shy glances at old University habits—and the hundred and one other marks of a freshman? They are gone and never will return.

As for the boys, even though they do adopt the freshman cap, they are too bold and experienced to hear the cry, "Button frosh!" They continue wearily on their way and never even notice the astonished appearance of that newly created sophomore nor hear the grumbles of "It isn't what it used to be. A freshman should obey." And so on—far into the night.

Abandon Case

The leather case has also been abandoned by the male freshman. Perhaps the advice of a higner-up helped him in this instance. A large blue, cloth-covered notebook is the only thing he carries to class. Of course it is adorned with blue Marquette stickers or drawings of the best girl friend who is still attending high school.

These freshmen are examples to the best clothes connoisseurs. First it was golf outfits, with matching socks, sweaters and ties. Now it's a dark suit and a bright tie. Registration day it was a collegiate "can" left over from high school; now it's father's sedan.

Know Too Much

There may be shouts and murmurings as to what this world is coming to, but this younger generation, as a senior once said, does beat all. They know too much, they have heard too much and cannot be fooled. The girls while yet in high school attend university dances and get hints of forthcoming years. And when they do appear at the higher institution they are groomed and ready for anything. The men—but why continue?

Just look around and see shining examples of freshmen, those young innocents who know it all, long before they came to college. Who said there was something new in life? There is nothing new and stimulating if one cannot recognize a freshman and enjoy his plight.—Marquette Tribune.

Workshop Section To Begin Activities

Players' Club Will Produce One Act Plays in Union

The workshop section of the Players' Club will start work very soon on the production of the first lot of one act plays. The workshop committee, under the chairmanship of Bill Maycock, has been putting in some hard work on plans for the coming season and should have a very interesting program to announce at the opening meeting of the club on Monday.

This section of the club was started last year with two purposes—to present one act plays, a section of dramatic literature which had hitherto been neglected, and to help train new members of the club for work in the bigger productions. The one act play is as different from the long play as the short story is from the novel and it is wrong to assume that, knowing all about the full length play of three to five acts, one knows all about one

AMERICAN PRESBYTERIAN CHURCH

(UNITED CHURCH OF CANADA)
COR. OF DORCHESTER & DRUMMOND STREETS
Rev. ERROL C. AMARON, B.A., B.D., Associate Minister
Special Preacher: RALPH CONNOR (Rev. C. W. Gordon, D.D., LL.D., F.R.C.S.)
The Sacrament of the Lord's Supper will be celebrated at the morning service.
B. E. Chadwick—Organist & Choir-director.
YOUNG PEOPLE'S NIGHT—WEDNESDAYS, 6:30 P.M.

EMMANUEL CHURCH

UNITED CHURCH OF CANADA DRUMMOND STREET
DAVID A. MACLENNAN, Minister
ALFRED R. GRAFTON, Lay Associate
SERVICES MORNING AT 11:00 a.m. Subject: "Vigilance for Victory"
EVENING AT 7:30 followed by the Communion Service. Subject: "Regaining Religion's Lost Heroism"
YOU WILL BE WELCOME
This Sunday we observe as "Homecoming Sunday"
D. M. Herbert, Organist and Choirmaster

The Church of St. Andrew and St. Paul

(PRESBYTERIAN)
Temporary premises at the Moyse Hall, McGill University.
11 a.m. Morning Service. Rev. George H. Donald, D.D.
Students are cordially invited to attend.

Tomorrow at St. JAMES

St. Catherine St. West at City Councillors
Ministers: Rev. Lloyd C. Douglas, M.A., D.D.
Rev. T. Anson Halpenny, B.A., D.D.
11:00—"ENCHANTED BREAD"
7:30—"THE SOUL'S COMING OF AGE"
Dr. Douglas preaches at both services.
McGill Students Welcome.

Fill Your Pockets With

CHOCOLATE BARS

Before You Leave for the Game and Race

Buy Your Chocolate Bars at the

Union Tuck Shop